

## ASSOCIATION/ORGANIZATION ACTIVITIES

Mark Your Calendars. July is Smart Irrigation Month, and The Irrigation Association is hoping the second annual campaign — which trumpets irrigation efficiency and preserving water resources — will be as successful as the inaugural program. Jason Bramwell. April 15, page 22

## BUSINESS ISSUES

2006 Wage & Benefits Survey. Wages for growing, landscaping and retail operations continue on the upswing with nearly 88 percent of those businesses giving pay increases to employees last year. American Nurseryman staff report. Jan. 15, page 33

Cars, Trucks & Tax Deductions. Before you use your vehicles for business purposes, make sure you understand which expenses are allowed under federal law. Mark E. Battersby. Jan. 15, page 28

Employee Motivation. Industry experts provide tips for getting the most from your labor dollar. Lee Marcus. Feb. 15, page 32

An Exit Strategy for All Seasons. Nursery and garden center owners who have a sound retirement plan in place can leave with a nice nest egg once they decide to relinquish control of their business. Mark E. Battersby. April 15, page 26

Family Owned and Operated. Who's the boss — the older generation or the younger? When it comes to running the family business, you don't just need a leader. You need respect and competence, too. Bill McCurry and Gary Hudson. Sept. 15, page 16

It's Always Tax Season. Making sure that legitimate deductions are not overlooked or neglected is a year-round strategy. Consider areas where green industry professionals have discovered significant tax savings through early planning. Mark E. Battersby. March 15, page 34

Uncle Sam Lends a Hand. A financial and tax consultant explains how the federal tax laws can assist green industry businesses that suffer losses due to unexpected damage, destruction or loss of property. Mark E. Battersby. Dec. 1, page 28

Unlimited Possibilities. The designation of "limited liability company" — LLC — can open the door to simpler, more flexible business practices. Mark E. Battersby. July 15, page 30

## CONTAINERS

The Benefits of Mixed Containers. A marketing and merchandising consultant explains how container creations can increase sales for retailers and wholesalers. Debbie Knitz. Nov. 1, page 30

Containers on Trial. Mixed containers for the garden or patio continue to be a popular choice for consumers. But do plants perform better over time in a mixture, or do they grow better on their own? Researchers at The Ohio State University are holding yearly evaluations to try to answer these questions. Dr. Claudio Pasian. June 15, page 20

Controlling Container Weeds. Weeds — such as creeping wood sorrel, pearlwort and Northern willowherb — can cause headaches for nursery professionals. However, persistent sanitation and judicious herbicide use can put an end to their spread and survival. Dr. James Altland. June 15, page 38

## DISPLAY/MERCHANDISING

Keeping it Fresh. Rotating displays, garden-like arrangements and cross-merchandising keep garden center customers interested — and coming back for more. C.L. Fornari. June 15, page 26

## EDUCATION

'How to Kill a Tree'. A Virginia Tech horticulture professor created a learning tool for school and forestry groups that pinpoints the most common ways trees are abused in the landscape. Bonnie Lee Appleton. Feb. 1, page 36

Production in the Classroom. Four university instructors summarize how they teach greenhouse production classes, which include using hands-on lab and field activities, as well as incorporating their latest research findings into the curriculum. June 1, page 38

## EMPLOYEE ISSUES/MANAGEMENT

Employee Motivation. Industry experts provide tips for getting the most from your labor dollar. Lee Marcus. Feb. 15, page 32

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## ENVIRONMENT

Green Energy for the Green Industry. Before implementing renewable and alternative energy sources in the nursery or greenhouse, there are various issues to take into account. Forrest Stegeline and Paul Thomas. Oct. 15, page 32

Greenhouse Cooling Basics. An associate extension specialist from Rutgers University explains several techniques growers can use to lessen solar radiation's impact on crops cultivated in a greenhouse. A.J. Both. Sept. 15, page 20

## EQUIPMENT/SUPPLIES

Annual Truck Manual. Pickup trucks are a staple in the green industry. Find the ideal truck to transport your crew and supplies using this guide. Sept. 15, page 28

Digging Up Business. The market for tree-digging equipment, such as tree spades and tree potters, continues to thrive due to increased public awareness, the demand for larger machines and labor shortages. Jason Bramwell. April 1, page 30

Heavy Equipment Review. There have been many new additions to the heavy equipment market in the past year that growers and landscapers can choose from to beef up their arsenal of machines. Aug. 1, page 38

It's Saw Right. The product manager for handheld power equipment at Husqvarna Forest & Garden talks about the market for commercial chain saws, meeting emission regulations and future innovations. Jason Bramwell. Feb. 1, page 31

## FERTILIZERS/PLANT NUTRITION

Fertilization Rx. Greater restrictions are being placed on chemical use in the landscape, requiring the adoption of best management practices for fertilizer application. Dr. E. Thomas Smiley. April 1, page 38

Five Factors Controlling Substrate pH. Monitoring and controlling substrate pH will prevent the majority of nutritional problems encountered during crop production. Avoiding these problems will increase crop quality and your profits. Matt Taylor and Paul Nelson. Oct. 15, page 36

Plants' essential chemical elements. Plant Health. Dr. Kevin T. Smith. Nov. 15, page 10

The Three Keys of pH Management. Irrigation water quality, growing media components and fertilizer selection all are important parts of pH management. When all the pieces are put into place, the desired outcome of optimal crop growth and nutrient uptake by the plant can be achieved. David Baumbauer. March 1, page 36

Turf Choices. Proper turfgrass selection, soil health and aftercare are key to successful lawn establishment and renovation. Pamela Sherratt. April 15, page 30

## FIELD NOTES

*Betula nigra* 'Summer Cascade'. Dennis Werner. April 1, page 66

*Betula* x 'Royal Frost'. Dr. Mengmeng Gu. Jan. 15, page 66

*Castanea mollissima*. Mike Schnelle. Feb. 15, page 66

*Cornus angustata* 'Elsbry' (Empress of China®). John Elsley. Feb. 1, page 66

*Delosperma cooperi*. Dr. Anthony W. Kahtz. July 15, page 66

*Dendranthema hybrida* (Mammoth). Dr. David C. Zlesak. Dec. 1, page 70

*Disporum uniflorum*. Mary Hirshfeld. Nov. 1, page 66

*Edgeworthia chrysantha*. Eric Hsu. July 1, page 74

*Heliopsis helianthoides* 'Tuscan Sun'. Dr. David C. Zlesak. March 1, page 66

*Hydrangea paniculata* 'Dharuma'. Tyson Theese. Sept. 15, page 66

*Ilex mucronata*. Wm. Chad McGrath. March 15, page 66

*Liatris punctata*. Bob Henrickson. April 15, page 66

*Liquidambar styraciflua* 'Goduzam' (Gold Dust®). Maria Zampini. Dec. 15, page 90

*Metasequoia glyptostroboides*. Stanley Balducci. May 15, page 66

*Phlox pilosa* 'Forest Frost'. Robert F. Brzuszek and Gail Barton. Oct. 15, page 66

*Picea glauca*. Wm. Chad McGrath. June 15, page 66

*Pinus edulis*. Robert Cox. May 1, page 66

*Pyrus fauriei* 'Westwood' (Korean Sun™). Jesse DiBona. Jan. 1, page 74

*Rhamnus caroliniana*. Mike Schnelle. Nov. 15, page 66

*Salvia miniata*. Dr. Scott Zona. Aug. 1, page 70

*Styrax americanus*. Peter Zale. Oct. 1, page 74

*Taxodium ascendens*. Mike Schnelle. June 1, page 66

*Tradescantia* 'Sweet Kate'. C. Dwayne Jones. Sept. 1, page 66

*Wisteria frutescens*. Ellie Altman. Aug. 15, page 66

## GROWING

Ambiguous Abiotic Ailments. Two extension agents help discern biotic and abiotic plant disorders. Correct diagnosis is paramount for saving ailing plants. Robert Cox and Mary Small. Jan. 1, page 33

The Bare Root of the Matter. A professor of horticulture lays the groundwork for ongoing research on root washing, a technique that can help avoid root problems in B&B and container-grown trees. Bonnie Lee Appleton. May 15, page 41

Containers on Trial. Mixed containers for the garden or patio continue to be a popular choice for consumers. But do plants perform better over time in a

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Roofs Open to Discussion. Three greenhouse manufacturers explain reasons why growers should use either retractable-roof or open-roof structures, as well as what the future holds for the greenhouse industry. July 15, page 24

### HERBICIDES/FUNGICIDES/INSECTICIDES (see also IPM or PEST, DISEASE AND WEED CONTROL)

Aphid identification and control. *Plant Health*. Suzanne Wainwright-Evans. April 15, page 8

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Mealybugs can be a serious threat to azaleas. *Plant Health*. Eleanor Gural. May 15, page 10

Mixed Up About Tank Mixing? Tank mixing insecticides and miticides does not have to be confusing. Here are the essentials you need to know before you mix. Raymond A. Cloyd. Nov. 1, page 26

New Pest Invaders. Learn what to look for when dealing with the latest pests making their way into the US nursery industry. Scott Ludwig. May 15, page 32

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### IRRIGATION/WATER CONSERVATION

Above Water. The days of wasting water are behind us. Irrigation professionals not only can conserve water by promoting water-management products and services — such as smart controllers — they can boost profits, too. Robert E. Reaves. June 1, page 32

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Watering for Success. Growers will produce better plants — while saving money and resources — by learning the ins and outs of irrigation management. Inge Bisconer. Dec. 1, page 16

### LANDSCAPE BUSINESS

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### LANDSCAPE DESIGN/INSTALLATION

The Answer is Turf. Does turf have a place in the home landscape? A turfgrass expert explains the benefits, as well as how to answer the questions homeowners have about installing a grassy lawn. Rusty Stachlewitz. March 1, page 24

The Art of Planting Design. An associate professor of horticulture and landscape architecture explains the theory behind viewing and designing a garden as a work of art. Paul Siciliano. Aug. 15, page 16

A Garden Gone Hollywood. A Maryland-based garden design company wins the opportunity to redesign a difficult Chesapeake Bay yard for HGTV's "Landscapers' Challenge." Sarah Landicho. May 1, page 16

Groundcover Designs for Every Location. They may be short in stature, but perennial groundcovers stand tall in the landscape when it comes to diversity of uses. Leslie A. Weston, Brian Eshenaur and Elizabeth Lamb. June 15, page 14

A Hard Back Yard. Cedar Run Landscaping Co. transforms a challenging space into a functional, relaxing getaway for a Virginia family. Sarah Landicho. Jan. 1, page 16

Know Maintenance™ Gardens. There's no such thing as a "no-maintenance" garden — but one plantsman has developed a clever way to design and install beautiful and sustainable landscapes with a reliable budget for time as well as resources. Patrice Peltier. Aug. 15, page 40

The Landscape by Night. Creating security, function and ambience in the landscape can be accomplished with proper lighting equipment and by asking clients the right questions. Monique Papazian Allen. Nov. 15, page 14

Making the Most of Hardscape Materials. An abundance of hardscape materials is available for designing landscapes. The tricky part is figuring out where these products are best-suited. Dan Lee. Oct. 1, page 20

One Tough Customer. Houston-based Moss Landscaping Inc. caters to a high-end clientele, but one customer in particular offers an amazing property that takes skill, patience and tenacity. Sarah Landicho. Aug. 1, page 44

Overcrowding Landscapes. A landscape design "stuffed" with plant material provides a finished look initially, but over time, the spatial arrangement of plants deteriorates. Dr. John Ball and Shay Lundvall. Aug. 1, page 31

Packing a Hawaiian Punch. Renovating a 35-year-old, 2.6-acre rooftop deck proves an exciting challenge for a Hawaiian landscape designer. Sarah Landicho. March 1, page 18

Turf v. Turfless. In the case of the front yard, should you recommend grass or low-maintenance, water-wise gardens to clients? One proponent of turfless landscapes, an owner of a landscape design/build business, takes the stand to plead his case. Curtis Manning. July 15, page 34

Webber or Not to go Green. In the heart of Chicago beats the rhythm of a cutting-edge landscaping company that takes the idea of caring for the earth to the next level. Sarah Landicho. July 1, page 24

#### LEGISLATION/REGULATION, NATIONAL

Green Energy for the Green Industry. Before implementing renewable and alternative energy sources in the nursery or greenhouse, there are various issues to take into account. Forrest Stegeline and Paul Thomas. Oct. 15, page 32

#### MARKETING/ADVERTISING (see also PLANT MARKETING)

Excelling at e-Marketing. Maintaining a Web site and e-mailing pertinent information will keep your garden center in touch with your customers better than traditional marketing practices. Bob Negen. Oct. 15, page 28

Plugging into the Next Generation. The X and Y generations' indifference toward gardening has fired up one retailer to call on the industry to re-evaluate its impact on modern society. Brian Minter. May 15, page 36

What's the Big Deal About Blogs? If done right, a blog can be a valuable tool for promoting your nursery, garden center or landscaping business. Tim Wood. March 1, page 30

#### NATIVE PLANTS

Real American Beauties. Industry players join forces to make native plants an easier choice for American gardeners. Sarah Landicho. Feb. 1, page 18

#### NURSERY INDUSTRY

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An ACE Up Your Sleeve. Based on numerous trial results, researchers at The Ohio State University recommend that nursery professionals grow containerized tree liners in retractable-roof greenhouses because they accelerate production times, consistently produce crops with lower mortalities and expand the plant offerings in the market versus using field bare-root liners. Hannah Mathers, Luke Case and Dania Rivera. Dec. 1, page 36

Hidden Jewels of the Nursery Trade. Unique, mail-order and specialty nurseries offer alternative ways to buy new, exotic and hard-to-find plants, adding to commercial horticulture in subtle — but significant — ways. Jon Roethling. June 1, page 24

Now and Then. Nearly 20 years later, American Nurseryman takes a look at Montana's Glacier Nursery Inc. to see how it has blossomed and grown. Sarah Landicho. June 1, page 14


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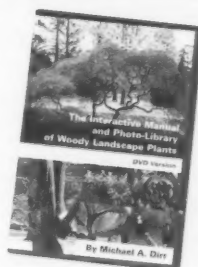
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**PEST, DISEASE AND WEED CONTROL (see also HERBICIDES/FUNGICIDES/INSECTICIDES or IPM)**  
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Diagnosing plant problems in the landscape. *Plant Health*. Dr. A.R. Chase. July 1, page 8

Drift Dodging. The pesticide programs coordinator for Purdue University details important safety factors to consider before treating your nursery crops with sprayed chemicals. Bill Grabarek. Feb. 1, page 27

EAB infests 4th Illinois county. *Plant Health*. Sept. 15, page 8

Emerald ash borer detected for the first time in Pennsylvania. *Plant Health*. Sept. 15, page 8

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Nature as a Pest Manager. An associate professor and extension urban horticulturist evaluates successful biological control methods for tansy ragwort. Dr. Linda Chalker-Scott. March 15, page 28

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## PLANT MARKETING (see also MARKETING/ADVERTISING)

More Than Just Name Recognition. High-quality photos, adequate plant care information and a strong marketing package combine to create point-of-sale materials that ensure your plants are at the front of the check-out line. Jason Bramwell. Sept. 1, page 25

Real American Beauties. Industry players join forces to make native plants an easier choice for American gardeners. Sarah Landicho. Feb. 1, page 18

## PLANTS

Autumnal Accolades. Landscapes full of fall-flowering perennials, ornamental grasses and bulbs herald the change of season with color and excitement. PLUS: Check out page 22 for the current bulb trend, as well as bulb care for your customers. Eric Hsu. Oct. 15, page 20

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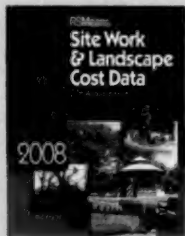
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